

Recruiting, Supporting International Students

-Perspectives from a Regional Comprehensive University

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Fast Facts- Governors State University

- Regional comprehensive, public university
- Fall 2022 enrollment: 2,597 undergraduate, 1,543 master's, 218 doctoral students
- Approximately 500 international graduate students
- 30 master's programs, 5 doctoral programs, 16 graduate certificates
- 242 full-time faculty

Overview of Recruiting Strategies

1. Lower cost, initial steps

- EducationUSA network
- U.S. Commercial Service at embassies, consulates

2. Alternative next steps

- Working with recruitment agents
- In-country offices for universities
- Working with larger recruitment service companies

Overview of Recruiting Strategies

3. Additional strategies to enhance recruitment
 - In-person visits to target countries, regions
 - Online marketing through website, targeted ads
 - Leveraging help from international alumni
 - Word-of-mouth

Overview of Recruiting Strategies

1. Lower cost, initial steps

- EducationUSA network
 - Many countries have multiple EducationUSA advising centers with variety of services
 - Resources available to recruiters: Global Guide, Open Doors report, Student Mobility Fact Sheets

Overview of Recruiting Strategies

1. Lower cost, initial steps

- U.S. Commercial Service at embassies, consulates
 - Offers assistance connecting with area universities, high school counselors, recruiting agents
 - Can assist with expansion of recruitment to additional countries

Overview of Recruiting Strategies

2. Alternative next steps

- Working with recruitment agents
 - About ½ of U.S. universities work with agents
 - Agents can help diversify recruitment, attain growth targets, provide support for students
 - Requires hands-on oversight, transparency by universities

Overview of Recruiting Strategies

2. Alternative next steps

- In-country offices for universities
 - Individual U.S. university offices
 - Shared offices offered by third-party providers
 - Less expensive than multiple international trips by university staff each year

Overview of Recruiting Strategies

2. Alternative next steps

- Working with larger recruitment service companies
 - Example: EduCo, a full-service international education advising and recruiting corporation
 - ✓ Operating in 20 countries
 - ✓ Offers print and digital recruiting campaigns, hosts recruitment events, access to agents

Overview of University Support for International Students

- Primarily through Office of International Services
 - Immigration support
 - Orientation
 - Social, cultural activities
- Academic support

Roundtable Questions

1. What do you see as your next step(s) in international student recruitment?
2. How can your university increase support and retention of international students?